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## **Q2 2021 Quarterly Info Report - Customer Service Information Report to Council**

Report Number: INFO-2021-30

Department(s): Customer Services

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In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

### **Purpose**

This report provides Members of Council with the highlights, overall results, and trends for the second quarter of 2021 for the Customer Service Department.

### **Background**

The Customer Service Department provides Members of Council with the quarterly results which includes volumes, trends, key project updates, and highlights related to service delivery.

### **Discussion**

The attached graphics represent service requests as captured in our CRM system by either Customer Service staff or by staff in the Mayor and Councillors' offices.

Some of the highlights in the Customer Service department are as follows:

#### **Overall Volumes and Trends**

The attached graphics represent service requests as captured in our CRM system by either Customer Service staff or by staff in the Mayor and Councillors' offices.

Some of the highlights in the Customer Service department are as follows:

## Overall Volumes and Trends

- The Customer Service Department fielded over 4,600 inquiries related to the COVID-19 Pandemic between April and June 2021
  - The highest volume of inquiries were related to 'Vaccination Inquiries', largely a result of residents calling the Ray Twinney Complex regarding the Vaccination Centre located at the site
- Q2 2021 calls offered (20,238) to the Customer Service Centre & Customer Service Kiosks are higher than Q2 2020 (3,235). Over 5,600 phone calls came to the Customer Service kiosk between April and June, predominantly calls regarding, and questions around, the vaccination clinic located at the Ray Twinney Recreation Complex.
- The overall volume of emails in the 2<sup>nd</sup> Quarter has increased substantially, doubling the number of email contacts from previous years: 2,689 email in Q2 2021 vs. 1,337 in Q2 2020
- The length of each call continues to be higher than the previous year (2:51 minutes per call in Q2 2020 vs. 3:39 minutes per call in Q2 2021)
- Request for Parking Enforcement (312) is the highest type of service request across the whole Town of Newmarket in Q2, followed by Curb Stop repair requests (168) and requests related to Bylaw Infractions (specifically 'Tall Grass' at 146);
- Request for Parking Enforcement remains the top service request in every ward, except Wards 1 & 2.

## COVID-19 Pandemic

- Some Customer Service Associates continue to answer calls, emails, and social media requests while working remotely.
- A limited number of staff continue to work in the office, to offer services that require on-site resources. For example, issuing of marriage licences, printing of tax documents, commissioning of oaths, and processing of payments.
- Processes are continuously being evaluated and streamlined to ensure that all services are available in the most efficient manner for our residents. All payments are processed by credit card over the phone and paper-reliant processes have been modified and moved to electronic means where possible.
- A "walk up" window was installed in the fall of 2020 in the Customer Service Centre. This window allows essential services which were previously "in person" to be completed without contact; the Town of Newmarket is one few municipalities who continue to offer these important services during lockdown. Marriage licenses and commissioning of documents are currently offered by appointment only at the Customer Service window.
- 242 marriage licence inquiries & bookings were made in Q2
- Tax payments continue to be paid on-line, by cheque in our drop box or mailed into the municipal offices for processing.
- Customer Service staff in our satellite facilities have been trained and continue to back up staff in the Customer Service Centre. They are the first line of contact for all payments; as well, they monitor and respond to emails and voicemails as appropriate. Over 3,090 payments were taken by phone and drop box in the second quarter with the majority being processed by staff at the satellite centres.

- Staff who are working in the office have been provided with appropriate materials and protocols to ensure safety; protocols have been adjusted as necessary in accordance with all Provincial guidelines or restrictions.

## **Conclusion**

The Customer Service Department remains committed to providing Council with the most recent trends and statistics by ward and the Town of Newmarket as a whole.

## **Business Plan and Strategic Plan Linkages**

Tracking and reporting on trends and customer feedback supports the Town's strategic directions of being Well-Equipped and Managed by demonstrating Service Excellence.

## **Consultation**

Not applicable to this report.

## **Human Resource Considerations**

Not applicable to this report.

## **Budget Impact**

None.

## **Attachments**

Q2 Volumes and Trends Graphics (3 Pages)

## **Contact**

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## **Approval**

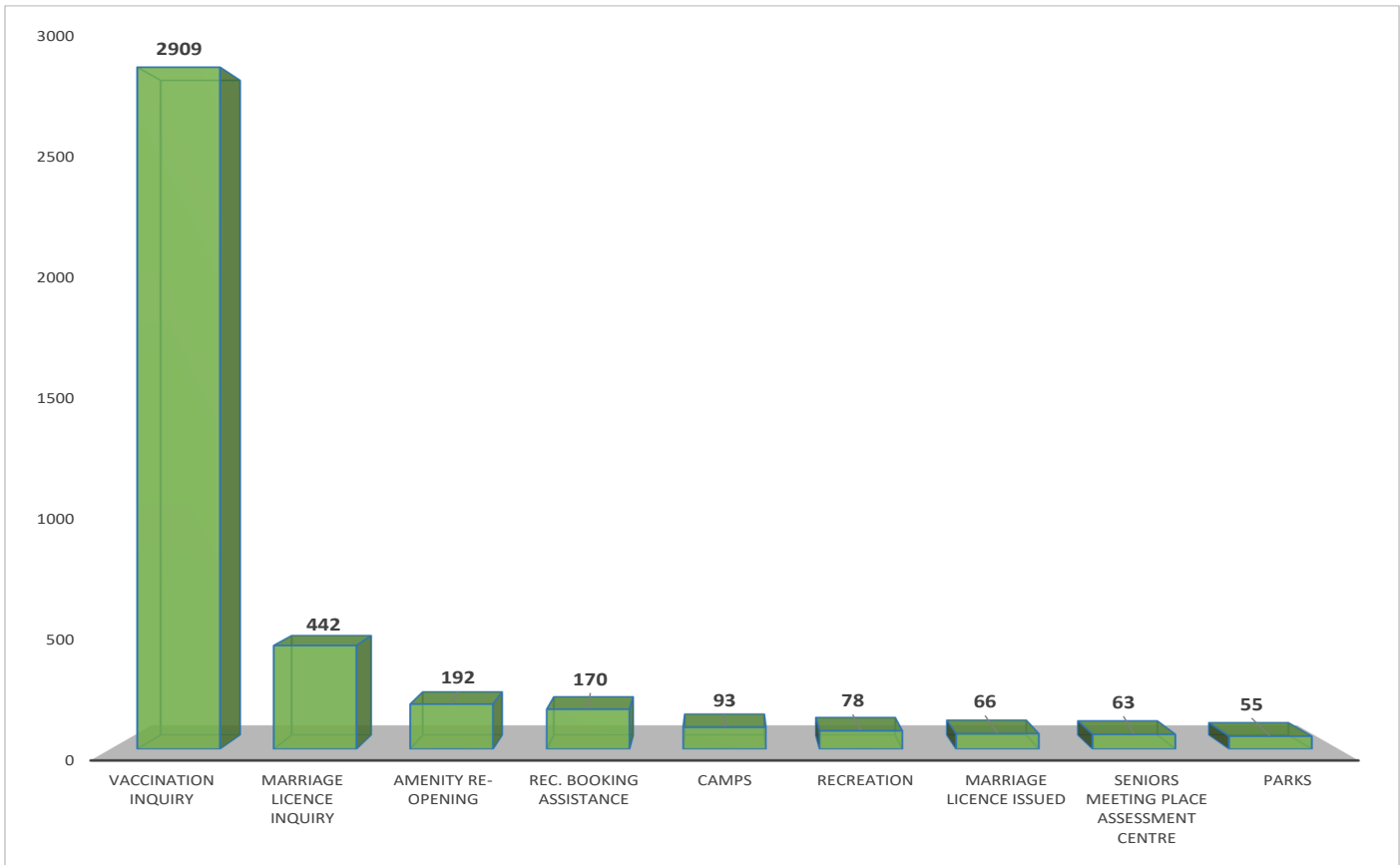
Hannah Grant, Acting Supervisor, Customer Service Centre

Jamie Boyle, Supervisor, Customer Service Kiosks

Bonnie Munslow, Manager, Corporate Customer Service

# Overall Volumes and Trends

## COVID-19 Inquiries, April - June 2021

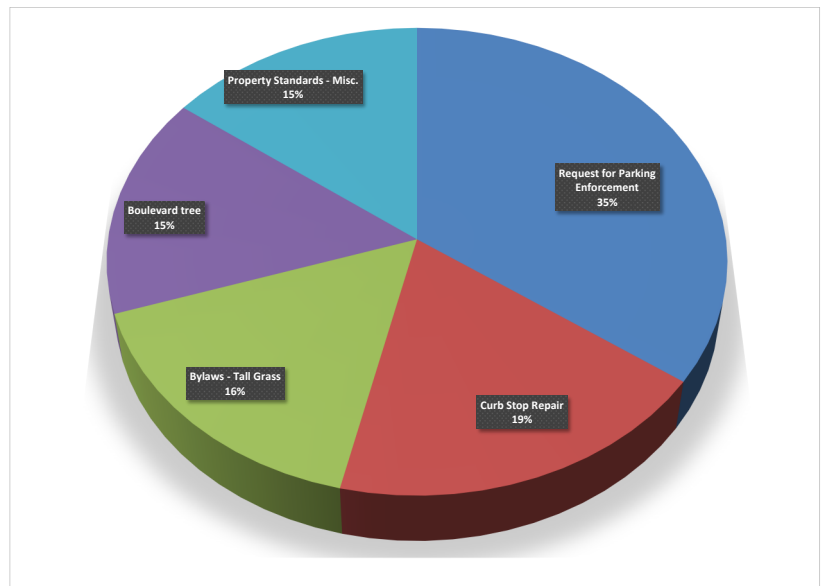


Over 4,689 calls, emails, and social media inquiries related to the COVID-19 Pandemic were fielded between April and June 2021. The most requested information was related to vaccination inquiries, recreation programming, facilities and assistance with new booking procedures. Marriage licensing was also a highly sought after service. At the start of the pandemic, marriage licenses were arranged only based on urgent circumstances, however, Licenses and commissioning are now provided by appointment to all customers. The installation of a “walk up” window at the Customer Service Centre has allowed us to continue to offer this contactless service, even during the lockdowns in the fall and winter. The Town of Newmarket is one of few municipalities that has offered continuous marriage licensing service throughout the pandemic.

### Town Wide

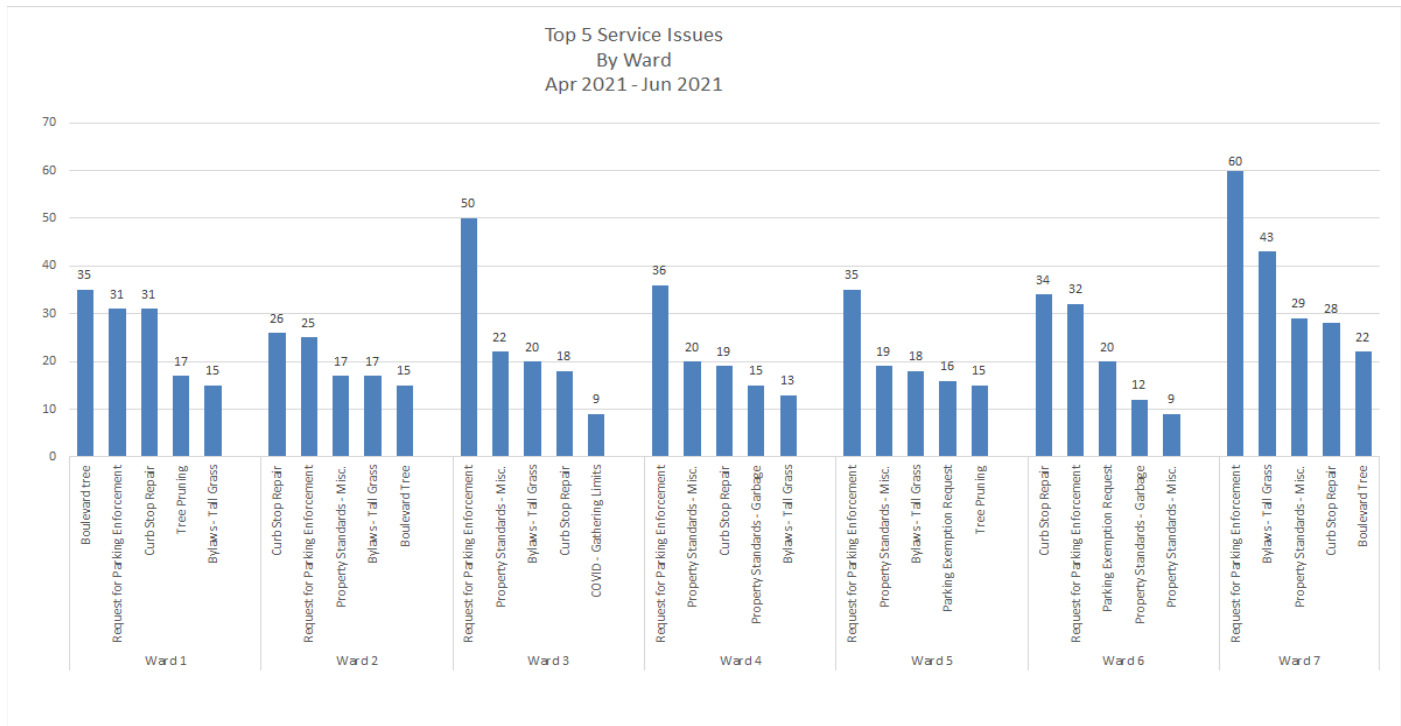
#### Top 5 Service Requests for Q2 2021

Town wide, the top service requests in Q2 2021 were for Parking Enforcement followed by Curb Stop repair & Property Standards. This is consistent with previous years data. Service requests related to routine Curb Stop repairs and Boulevard Tree maintenance were all consistent with previous years data.



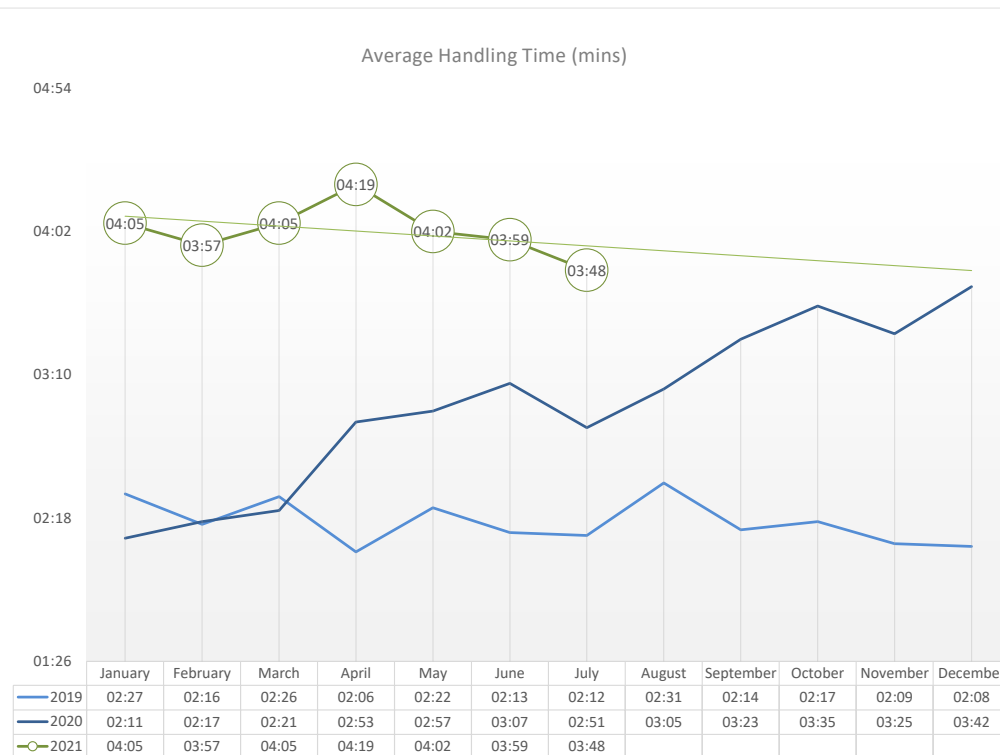
# Overall Volumes and Trends

## Top 5 Service Requests for 2021 by Ward



Requests for Parking Enforcement are prevalent across all wards in the 2nd Quarter of 2021. Covid related calls decreased from previous quarters over the last year. The other service requests are consistent with previous years data. Request for Parking Enforcement remains a top service request in all wards year over year.

## Average Length of Call



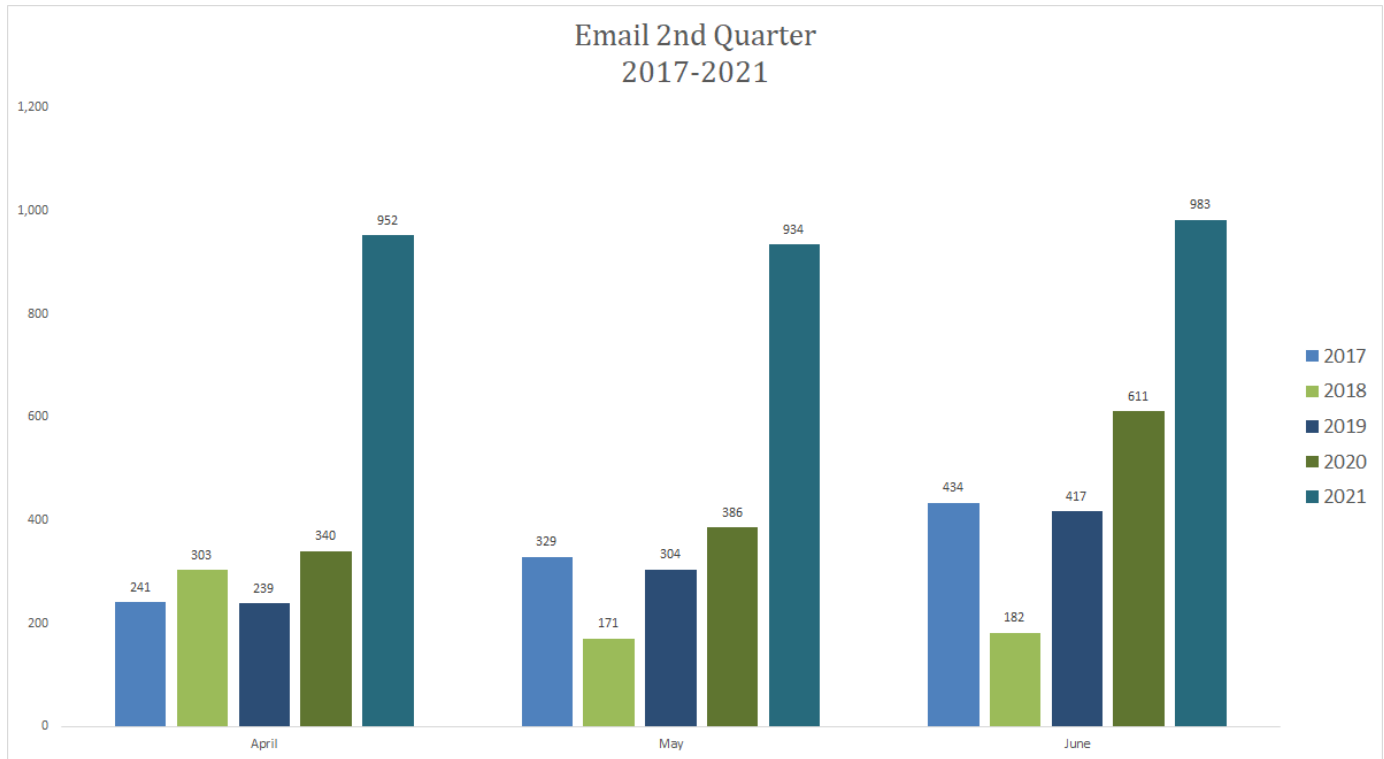
The average time spent on each incoming phone call to the Customer Service Centre increased significantly in Q2 of 2021 from the 2nd quarter of 2020. This is a result of the COVID-19 Pandemic, and also, the increasing complexity of the subject matter and service requests that associates deal with on a regular basis. The pandemic has increased the length of calls for a variety of reasons including the vast amount of ever changing information that associates are expected to provide.

Verifying information from the Ontario Regulations and local sources has increased talk time. Calls regarding the vaccination clinic at the Ray Twinney complex took a large amount of talk

time. In addition, many processes which were once available in person have been moved to the phone. Examples include Recreation booking assistance and payments for a variety of services including waste bins and stickers.

# Overall Volumes and Trends

## Email Volumes



As a result of the COVID-19 Pandemic, email requests to the Customer Service Centre have increased substantially. Customer Service Kiosk staff have been trained to respond to general inquiries and have contributed greatly to the management of these volumes. This has allowed us to maintain our service goal of responding to most email inquiries and service requests within one business day.